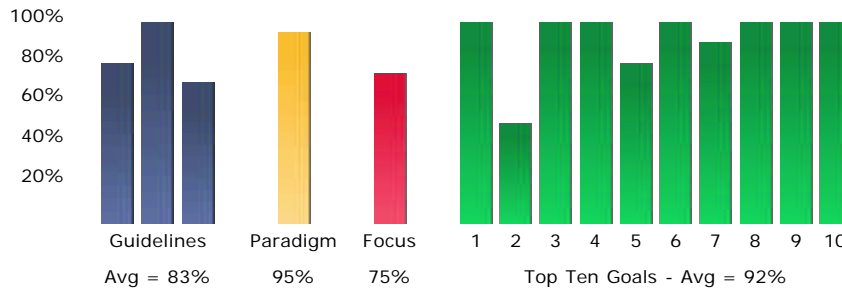


Annual Plan

January 2002 - December 2002

Manufacturing Team



GUIDELINES

Ask the customers first.	80%
Act on costs monthly.	100%
Make the most of the good news	70%

NEW PARADIGM or VISION

<i>The world is waiting to hear from us</i>	95%
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MAJOR FOCUS

Performance Management	75%
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TOP TEN GOALS

1. Increase customer retention rate to 80% Champion: All team members	100%
2. Win the hearts and minds of four consumer journalists. Champion: All team members	50%
3. Achieve 20% increase in sales. Champion: All team members	100%
4. Increase bottom line by 15% Champion: All team members	100%
5. Improve Staff Satisfaction survey results by 25%. Champion: All team members	80%
6. Develop and implement a project to give to the community. Champion: All team members	100%
7. Exceed this year's productivity improvement targets by 5% Champion: All team members	90%
8. Implement the improved Performance Review System. Champion: All team members	100%
9. Cascade Best Year Yet throughout the business and monitor results. Champion: All team members	100%
10. Set and meet divisional expense budgets. Champion: All team members	100%